



# Through with Chew



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Winter 2007

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## Wyoming's Through With Chew Program

has been in existence since 2002.

The program originated in Teton County,

Wyoming, and soon expanded

statewide, due to its success in

creating awareness, providing

education, and encouraging cessation

for spit tobacco users.

The program is dedicated to providing

support to local programs, in order to

decrease the normalization and health-  
related impact of these deadly products.

A comprehensive

prevention plan, focused on

policy change, paves the way

for a tobacco-free Wyoming.

Box 2631

Jackson, WY 83001

Fax: (801) 582-0244

[nikisue@throughwithchew.com](mailto:nikisue@throughwithchew.com)

[www.throughwithchew.com](http://www.throughwithchew.com)

***Saving faces in  
your community***

Visit us online at [www.throughwithchew.com](http://www.throughwithchew.com)

# Through With Chew Week Expands

**T**hrough With Chew Week, established in 1989 by the Academy of Otolaryngologists, was first observed in Wyoming in 2004. Now, three years later, many other states and communities are taking up the cause and conducting events and awareness campaigns across the nation.

These states are spearheading numerous innovative activities. While there are too many to mention them all, a few examples follow.

Pennsylvania is conducting media relations through a press release and a radio media tour. The state has also created a mascot to reach teens. Called Pete the Tooth, the mascot will tour the state, giving presentations to youth on spit tobacco. In addition, he has a page on MySpace.com as well as YouTube. He does silly things on video, has numerous blogs, and names the tooth fairy among his friends. Check him out at [www.myspace.com/whereispete](http://www.myspace.com/whereispete) or [www.youtube.com/4WhereIsPete](http://www.youtube.com/4WhereIsPete).

In Northeast Wisconsin, tobacco prevention personnel are providing quit spit kits to local colleges and technical schools, as well as conducting an educational campaign on spit tobacco use.

Montana has developed a number of public relations pieces to distribute to local tobacco prevention specialists. Staff members will blanket the state with anti-spit bookmarks. In the media realm, they are installing 30 billboards across the state and running TV ads adapted from West Virginia, newspaper ads adapted from Wyoming, and radio PSA's from Cowboy Ted. They are partnering with the Montana Dental Association to provide interested dentists with brush biopsy kits to screen for oral cancer. BACC-OFF (a non-tobacco chew alternative) and

*(continued on page 2)*

## States Conducting TWC Week 2007\*

Colorado  
Florida  
Idaho  
Iowa  
Kentucky  
Maryland  
Michigan  
Montana  
Nebraska  
New Mexico  
New York  
North Carolina  
North Dakota  
Ohio  
Oklahoma  
Pennsylvania  
South Dakota  
Utah  
Washington  
West Virginia  
Wisconsin  
Wyoming

\*To our knowledge. List includes states that have communities conducting TWC Week. Please let us know if you are conducting TWC Week, by contacting Niki Mueller: [nikisue@throughwithchew.com](mailto:nikisue@throughwithchew.com)



**Through With Chew Week**  
**February 18-24, 2007**

**Great American Spitout**  
**Thursday, February 22, 2007**

**QUIT FOR A DAY...QUIT FOR GOOD...QUIT FOR A DAY...QUIT FOR GOOD**





## Through With Chew Week

(continued from page 1)

dental mirrors are included in their Quit Spit Kits. Cowboy Ted will tour seven counties in Montana presenting his Eight Healthy Lifestyles rules to youth. Katy Pezzimenti, Youth Empowerment Coordinator, will educate seventh to twelfth graders about tobacco industry tactics and promote reACT! Against Corporate Tobacco, a youth empowerment movement.

West Virginia has modified the TWC campaign to TWC/Save Face. The Save Face campaign is a year-round effort kicked off by the TWC campaign.

Eight tobacco prevention specialists (with the WV Department of Education) and ten rural community tobacco prevention specialists (with the WV Division of Tobacco Prevention) all have many activities planned, including arranging free oral cancer screenings with dentists for ST users, signing proclamations, and distributing informational literature to the public and healthcare professionals.

West Virginia students will become active as well. High school youth active in Raze will talk to younger students about the dangers of tobacco use, distribute materials, and have an event at one of the West Virginia University Mountaineer basketball games. 4-H clubs will show the Gruen video. High school basketball tournaments will display banners and have information available. Approximately 20 WV universities and colleges have active student clubs planning events for college age youth. Local and statewide media (newspaper and TV) will be actively involved in the promotion.

Wyoming Through With Chew would love to hear about your Through With Chew Week activities. Please contact us at [nikisue@throughwithchew.com](mailto:nikisue@throughwithchew.com).



# SPIT TOBACCO

# FACE the Facts

## Quit Now

## 866-485-QUIT (7848)

Brought to you by the Montana Department of Public Health and Human Services




A sample of the billboard that is running in Montana for Through With Chew Week.

“To sing the praises of [spit tobacco] is a deathblow to 20 years of hard tobacco preventive work.

[Spit tobacco] only saves the life of the tobacco industry.”

—Dr. Gunilla Bolinder, Director of Education,  
Karolinska University Hospital, Stockholm, Sweden

(as reported by [www.news24.com](http://www.news24.com))

# Study: Switching from Cigarettes to Oral Tobacco a Poor Substitute for Quitting

by Becky Steinmark

A study authored by American Cancer Society (ACS) epidemiologist S. Jane Henley and colleagues in the Society's epidemiology department appears in the February issue of the journal *Tobacco Control* and finds that men who switched from cigarette smoking to spit tobacco products had a higher risk of dying prematurely from tobacco-related diseases than former smokers who stopped using all forms of tobacco.

The study is the first to compare death rates among those who quit using tobacco entirely with those who switch (switchers). Previous studies have examined morbidity and mortality among the two groups separately but have not compared them. The study's principal finding was that the men who switched from smoking cigarettes to using spit tobacco had higher death rates from lung cancer, stroke, heart disease and all causes combined than men who quit using tobacco entirely. Switchers also had more than twice the death rate from cancers of the mouth and throat compared to those who quit.

The National Home Office of the ACS Media Relations issued a press release on February 13, 2007, on the study. A copy of the release and study have been filed in the Communications Materials Library (CML) [(Document link: Database Communications Materials Library', View '1. Materials Library\ by Category', Document 'Tobacco Control Switchers Study Press Release 2007')].

Following are comments from Michael J. Thun, MD, vice president of epidemiology and surveillance research and co-author of the study that can be shared with local spokespeople to ensure consistent communications:

**"Smokers who switched to snuff or chewing tobacco had considerably worse health outcomes than those who quit entirely. Any smoker who is trying to quit should use proven methods such as nicotine replacement, antidepressants, and behavioral counseling rather than other tobacco products if they do not succeed in quitting without assistance. The treatments that have been proven to work should be provided inexpensively to all smokers. There is currently no reliable evidence to support the promotion of alternative tobacco products for smoking cessation."**

For more information on tobacco and cancer, please visit [www.cancer.org/docroot/PED/ped\\_10.asp?sitearea=PED&level=1](http://www.cancer.org/docroot/PED/ped_10.asp?sitearea=PED&level=1)

Becky Steinmark is director of media relations for the National Home Office of the American Cancer Society.

**Smokers who switched to snuff or chewing tobacco had considerably worse health outcomes than those who quit entirely.**

**Big Tobacco is full of spit.**



They call their products "smokeless" tobacco to make them sound "harmless."

In reality, spit tobacco causes cancer, heart disease, and death.

**Don't take their spit.**

**QUIT.**

For FREE help, contact **1-800-QUIT-NOW** or [wy.quitnet.com](http://wy.quitnet.com)

Through with Chew Week is February 18-24, 2007. Why not set a quit date for the Great American Sultout, on Thursday, February 22? It's a great time to quit for a day or quit for good.

Sponsored by the Wyoming Department of Health, Substance Abuse Division, with funds from the Wyoming Tobacco Settlement Trust.

**First in a series of 6 ads that are running statewide in Wyoming in advance of TWC Week.**

**There is currently no reliable evidence to support the promotion of alternative tobacco products for smoking cessation.**



# Through With Chew Efforts Enhance All Tobacco Work

by Julie Heemstra

## Quit Spit Kits

Quit Spit Kits are bags filled with informational materials to help chew/spit tobacco users quit. Provide Quit Spit Kits to your collaborating partners, who can distribute them to chew/spit tobacco users during TWCW.



As a relatively new tobacco prevention program manager in Teton County, Wyoming, I find that, like many of us in tobacco prevention work, every moment of my work day is a valuable commodity and seemingly tough to come by. Ongoing programs, community meetings, and projects seem to vie for my attention and time, not to mention the educational media campaign I recently launched in my community, which quadrupled in size due to a generous grant from a national advocacy organization.

As a tobacco prevention program manager in Wyoming, I am fortunate to share a state with the Wyoming Through with Chew Program. In fact, we share the same fiscal agent. Teton Youth and Family Services in Jackson Hole, Wyoming, has administered Wyoming Through With Chew (TWC) since 2002.

My program's goals focus primarily on three areas: reducing exposure to secondhand smoke, preventing youth initiation of tobacco use, promoting cessation among adults, and addressing disparities between populations relative to tobacco use. Along with these goals is, of course, collaborating with the TWC program.

When I first started in my position, I viewed the collaboration with TWC as simply another goal I needed to work on, one that's somewhat separate from the previous three goals. It was only after meeting with the Through With Chew team, at my initial program manager's meeting, that I realized that instead of creating additional work, this collaboration could truly complement and underscore all of the work I do on my program's other three goals.

There's no time of year when this is better demonstrated than Through with Chew Week. This

year, in Jackson, I am collaborating with the TWC team on a number of activities. During the week, I'll be erecting a booth at two different locations at the Jackson Hole Mountain (Ski) Resort to promote awareness about the dangers of spit tobacco use, advertise state cessation resources, and distribute quit spit kits.

To support this effort, TWC is making displays featuring local community members who have quit using spit tobacco, as well as a banner advertising cessation services. Not only will this promote my message to the target audience, but the display's design and "local-orientation" echoes the media campaign currently running in the community about secondhand smoke exposure.

Furthermore, the Jackson Hole Mountain Resort has agreed to include an article about Through With Chew Week in its staff newsletter (distributed to over 1,000 employees). Even better, the TWC team has agreed to write the article!

In addition, I'm submitting an article to the Jackson Hole High School newsletter that focuses on spit tobacco use among youth in our community. An image of the new TWC Teton County display will be a perfect complement to this mes-

sage. Readers will undoubtedly be drawn to the page, with its catchy design featuring local celebrity snowboarder Robbie Kingwill.

These are just some of the many ways my county program continues to collaborate with the Wyoming Through With Chew program. Had I not realized early on how the two programs' goals can work in concert, or, in other words, "how to kill two birds with one stone," I would assuredly be finding my moments an even scarcer commodity. ●

*Julia Heemstra is the Teton County Tobacco Prevention Program Manager in Jackson, Wyoming.*

**Keep spit tobacco OUT of the sport!**

For FREE Help Quitting,  
Call 1-800-QUIT-NOW  
wy.quitnet.com

Wyoming Through with Chew

Sponsored by the Wyoming Department of Health, Substance Abuse Division, with funds from the Wyoming Tobacco Settlement.

This display, featuring world snowboard champion and Jackson native Robbie Kingwill, will be exhibited at the Jackson Hole Mountain Resort.



# ACS Hosts Upcoming Spit Tobacco Conference

The American Cancer Society will host its first Spit Tobacco Conference entitled "Spit Tobacco: You're Out! A Grassroots Approach to Knock Spit Tobacco Out of Your Community" on March 12-13, 2007, at the Sheraton Charlotte Airport in Charlotte, NC.

## Conference Participants Will

- Learn from their peers and experts
- Increase their knowledge and skills to combat the spit tobacco problem in their communities
- Learn past, present and future trends of spit tobacco and the effects of use
- Participate in an interactive environment for exchange of information
- Join a multi-state collaborative approach for addressing the spit tobacco problem
- Identify specific ways in which organizations, communities, schools, etc., can make a change in spit tobacco use in their communities
- Learn how a grassroots effort can be effective in making change through policy and programs

## Who Should Attend?

State program managers and staff administering tobacco prevention and control programming, tobacco cessation experts, community-based advocates, tribal tobacco prevention service providers, educators and resource officers, volunteer health organizations, and youth organizations.

## Featured Speakers

Speakers for the conference include

- Elbert Glover, Professor and Chair of the Department of Public & Community Health and Director for the Center for Health Behavior Research at the University of Maryland;
- Paul M. Turner Jr. from the North Carolina Spit Tobacco Education Program;
- Niki Sue Mueller from Wyoming's "Through With Chew" program;
- Dr. Claudia Baquet from the University of Maryland Center for Health Disparities Research;
- Dr. Lowell C. Dale from the Mayo Clinic School of Medicine.

Panels will also be led by North Carolina and West Virginia Tobacco Prevention Specialists.

## Registration

Registration is required and must be received by February 16, 2007. To register for the summit, please contact Diana Harrison, Rural Health Initiatives Director, American Cancer Society, at 1-800-288-3618 or [diana.harrison@cancer.org](mailto:diana.harrison@cancer.org) or Jill Spencer, Executive Assistant at 404-949-6456 or [jill.spencer@cancer.org](mailto:jill.spencer@cancer.org).

**Spit Tobacco: You're Out!**

**A Grassroots Approach to Knock Spit Tobacco Out of Your Community**

**March 12-13, 2007**

**Sheraton (Charlotte Airport)  
Charlotte, NC**

### Big Tobacco is full of spit.

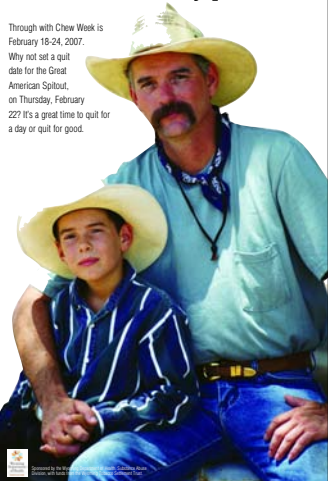
They promote candy-flavored tobacco as a way of hooking kids on their deadly products.

### Don't take their spit. Quit.

For FREE help, contact

**1-800-QUIT-NOW** or [wy.quitnet.com](http://wy.quitnet.com)

Through with Chew Week is February 18-24, 2007. Why not set a quit date for the Great American Spitout, on Thursday, February 22? It's a great time to quit for a day or quit for good.



**Second in a series of 6 ads that are running statewide in Wyoming in advance of TWC Week.**



# Lone Wolves No More

## National List Serve Connects Spit Tobacco Control Advocates

**D**o you sometimes feel disconnected in your daily struggle to combat spit tobacco use, as remote and isolated as a lone wolf in the wilderness, howling at the moon?

If so, you'll never howl alone again. Help is just a few computer clicks away.

Stopspitusa-talk, a national list serve dedicated to reducing and eliminating the harmful effects of spit tobacco through collaboration, education and advocacy, celebrated its one-year anniversary in November. More than 100 members from 21 states talk to each other via the Stopspitusa-talk list serve.

"There are very few national connections that focus on spit tobacco specifically," said Patricia Belke, Juneau County (Wisc.) Tobacco-Free Coalition Coordinator. "I found the search for specific knowledge and resources a bit of a 'lone wolf' adventure. It's a welcome relief to know there are others in the same circumstance as I, seeking the same up-to-date information and the same reliable resources."

Stopspitusa-talk list serve members live in towns like Sheboygan, Wisc., Enid Okla. and Wilmington N.C. Stopspitusa-talk membership stretches from North Carolina to California, from Montana in the north to New Mexico in the south.

It did not take Stopspitusa-talk long to become as useful to the spit tobacco control community as an explorer tool is to dental professionals.

"This list serve is an extremely valuable tool for those of us who work in the field of tobacco control," said Jill Loewen, Clinical Assistant Professor at the University of Detroit Mercy School of Dentistry. "Spit

tobacco use offers unique challenges to us in cessation, with this list serve allows us an opportunity to greatly enhance our effectiveness with spit tobacco cessation and treatment."

Lawrence Shorty became Stopspitusa-talk's 100th member. Though he's relatively new to the list serve, it's easy for him to catch up on past discussions: "I like that the earlier questions and discussions are archived so I could become more up to date with spit tobacco issues," Shorty said.

More than anything, Stopspitusa-talk is a conduit for education. Jon Hisgen of Wisconsin's Department of

Public Instruction advertised that he had spit tobacco cessation DVDs to give away, which featured stars of the Milwaukee Brewers major league baseball team. Hisgen offered them to the first 15 people who requested them on Stopspitusa-talk. It less than two hours, Hisgen's DVDs were gone. "Stopspitusa-talk keeps us up-to-date," says Deb Storlie, an RN with Colstrip, Mont., Public Schools. "The news we get is current and it's good information. ●"



**You're not in it alone! Join the free networking service StopspitUSA-talk.**

### How to Join Stopspitusa-talk

To join Stopspitusa-talk, follow these two simple steps.

1. Go to [smokefree.net](http://smokefree.net) and register as a user.
2. Send an email to: [stopspitusa-talk@smokefree.net](mailto:stopspitusa-talk@smokefree.net). It's a good idea to mention your role in tobacco control in the text area of your email.

Roger Dier, the list serve administrator and education outreach specialist at the University of Wisconsin Medical School's Center for Tobacco Research and Intervention, screens potential members before adding them to Stopspitusa-talk: "We don't want any Big Tobacco spies poisoning our new well of spit tobacco information."

There is no cost to join Stopspitusa-talk. Invite your friends and colleagues to participate in the national conversation to help current spit tobacco users become former users.

**Big Tobacco is full of spit.**

They think that kids are their "replacement" customers. That's because their other customers die.



**Don't take their spit. Quit.**

For FREE help, contact  
**1-800-QUIT-NOW** or [wy.quitnet.com](http://wy.quitnet.com)

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Sponsored by the Wyoming Department of Health, Substance Abuse Division, with funds from the Wyoming Tobacco Settlement Trust.

Third in a series of 6 ads that are running statewide in Wyoming in advance of TWC Week.



# The 3rd Annual Spit Summit

by Valerie Haley

The 3rd Annual Spit Summit, held on October 16-18, 2006, was exceptional in both attendance and presentation. Sponsored by the Mayo Clinic Nicotine Dependence Center in Rochester, Minnesota, in cooperation with the Mayo Continuing Nursing Education and with Drs. Jon Ebbert and Lowell Dale directing and co-directing respectively, the conference included two days of workshops, panel discussions, and networking opportunities as well as a welcome reception and post-conference workshop.

The conference brought together 250 individuals from a wide variety of disciplines, including tobacco treatment specialists, research scientists, statisticians, clinical trialists, physicians, dentists & dental hygienists, advocacy groups, tobacco prevention and control administrators, youth advocates and Native American and Alaskan native tribal tobacco prevention and treatment service providers from across the United States.



Among its prestigious presenters from around the United States, the Summit also hosted two international speakers—from Sweden (Hans Gilljam, MD, PhD) and India (Prakash

Gupta, SD, PhD) as well as presenters from the Native American (Lori New Breast, BA and Lawrence Shorty, BA) and Alaska Native (Caroline Renner, MPH) communities as well Through With Chew presenters Niki Sue Mueller, BS, and Sarah Mikesell-Growney, BA.

Topics included a summary of the current tobacco cessation "Quitlines" and their effectiveness, a summary of smokeless tobacco (ST) use and health risks, differences in ST consumed around the globe, community approaches to ST treatment and prevention, partnership building, and tobacco use in the Native American and Alaska Native communities.

**Fourth in a series of 6 ads that are running statewide in Wyoming in advance of TWC Week.**



Sponsored by the Wyoming Department of Health, Substance Abuse Division, with funds from the Wyoming Tobacco Settlement.

## Conference Highlights

Did you know that an estimated **7.7 million** individuals in the US report current use of ST, which includes moist snuff and chewing tobacco, 1 million people in Sweden use "snus" ST, and 150 million people in India use various types of ST. In Wyoming, the ST use rate for adult males according to a 2004 report was more than twice the national average.

Did you know what **dentists** are doing? Dr. Judith Gordon's statistics showed that education from dental professionals to patients was extremely low. A 1997 study (partnered with the nation's largest dental healthcare organization, Delta Dental) over a 5-year period, found that only 33% of the dentists (of the 250 dental practices involved in the study) asked most or nearly all patients if they chewed and only 29% of them provided some form of tobacco cessation assistance.

Did you know about "**harm reduction**"? A very controversial issue, harm reduction proponents postulate that chewing tobacco is a safe alternative to smoking. If the individual is working hard to give up the habit, why would you help to replace it with another, equally dangerous, one?

Did you know that approximately 45 million people in the US currently **smoke** and that 15 million of them tried to quit within the past year, according to a 2004 report by the Centers for Disease Control.

Did you know that the American Legacy Foundation and Mayo Clinic's recent news release (Oct 17, 2006) announced their **collaboration** to reduce smoking rates. New cessation materials for a new pilot phase called "EX" are being tested in four US cities from fall 2006 through spring 2007.

An observation was made that there were significant differences noted in the **dosing treatments** of NRTs to treat individuals who are heavier smokers or chewers based on Mayo Clinic dosing guidelines (ie., that a 21mg patch alone or the limits of other NRTs aren't enough to successfully transition and sustain an individual in his/her quit attempt compared to the WQTP's current dosing guidelines). This topic was discussed during the last day of the two-day conference.

This is just a small portion of what was presented this year. Interested? Please join us at the next Annual Spit Summit to be held in Oklahoma City, OK, early in 2008. ●

*Valerie Haley is a Wyoming Quit Tobacco Program Consultant in Natrona County, Wyoming.*

### Big Tobacco is full of spit.

They want you to think that using tobacco will make you look sexy and attractive. Yeah, right.

**Don't take their spit. Quit.**

